

**14 JUNE 2002**



**Public Affairs**

**BASE MARQUEES**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

---

**NOTICE:** This publication is available digitally on the AFDPO WWW site at:  
<http://www.e-publishing.af.mil>

---

OPR: 21 SW/PAC (Ms. Christie Bond)

Certified by: 21SW/PA (Mrs. Margaret Leibfried)

Pages: 2

Distribution: F

---

This instruction implements Air Force Instruction (AFI) 35-101. It provides guidance for posting messages to the Base Marquees. It applies to all activities supported by the 21<sup>st</sup> Space Wing Public Affairs. This instruction does not apply to the US Air Force Reserves or the National Guard. Maintain and dispose of records created as a result of prescribed processes in accordance with AFMAN 37-139, Records Disposition Schedule (will become AFMAN 33-322 Vol. 4).

**1. RESPONSIBILITY.** The 21<sup>st</sup> Space Wing Public Affairs is the manager and point of contact for the electronic marquee signs at the north and west entry gates to Peterson AFB. Wing Protocol, 21 SW/CCP, is the manager and point of contact for the electronic marquee sign at Base Operations. These agencies are responsible for programming display messages for their respective signs.

**2. PURPOSE.** The base marquee is to serve first and foremost as an official avenue of disseminating mission-essential information from Peterson leaders to the base working and resident population. A secondary purpose is to provide Peterson people with information on events that are pertinent to the majority of the base. As such, their use is restricted to messages that are official in nature and are of operational benefit to the majority of the wing populace. Messages that welcome distinguished visitors, inform the base populace of official activities, advise personnel of significant mission events or caution personnel about weather or safety hazards are valid uses of the signs.

**3. MESSAGE LIMITATIONS:**

3.1. The computer is maintained in 21<sup>st</sup> Space Wing Public Affairs office. During non-duty hours, Command Post has unrestricted access to update the signs for time-sensitive updates such as FPCON/INFOCON, exercise changes and weather warning messages.

3.2. An official message displayed on the marquee is limited to one screen in order for it to be viewed in its entirety by passengers in passing cars and to allow more customers to have messages displayed and read on the same day. The marquee manager determines if a message should expand to two mes-

sage boards to ensure understanding of the message. Two board messages are the exception and not the norm.

3.3. Level One priority is given to FPCON, INFOCON and weather warning messages. Level Two priority is given to messages for distinguished visitors and changes of command for group commanders and above. Level Three priority is given to organizational messages. Level Four priority is given to retirement messages; retirement requirements are listed in 5.4.

3.4. Those messages designated as Priority One replace regularly scheduled messages. Priority One messages may be displayed for more than two days.

#### **4. SCHEDULING THE ELECTRONIC MARQUEE:**

4.1. Units/organizations wishing to have information posted on the marquee will submit their request in writing. If handwritten, the wording must be legible. Illegible requests will not be accepted. Information will not be taken over the phone.

4.2. Requests must include the following information: name, date, time and location of the event, dates the message is to be displayed, and a point-of-contact and phone number.

4.3. Requests can be dropped off at Building 845 (21 SW Headquarters), Room 219; sent through base distribution to Stop 1294; faxed to 556-7848; or E-mailed to the 21 SW/PA office.

4.4. Routine requests must arrive at Public Affairs no later than two duty days prior to the desired posting date. Signs are programmable weeks in advance, so requirements should be identified as soon as they are known. Priority One messages are exempt from this requirement due to their unpredictable nature.

4.5. Each message is limited to three lines of about 13 characters and spaces per line. If the message will not fit on one screen the way it is written by the requestor, the marquee manager has the authority to edit and/or reorganize it to fit.

#### **5. MARQUEE PROHIBITIONS:**

5.1. The marquee will not be used for items or services for sale, except for wing-level organizational clubs (i.e. Peterson Top Three) and other base-sanctioned fundraisers, such as the Air Force Assistance Fund and Combined Federal Campaign.

5.2. Commercial advertisements for events not sponsored by a Peterson AFB agency will not be accepted.

5.3. Political messages will not be accepted.

5.4. Retirement messages will not be accepted for personnel in the grades below general for officers and the position of command chief master sergeant for enlisted.

5.5. Personal congratulatory messages for promotions, etc., will not be accepted.

DONALD B. KERR, Capt, USAF  
Chief, Public Affairs